

APPROVED	O.G. FIG.
BY	
DRAFTSMAN	

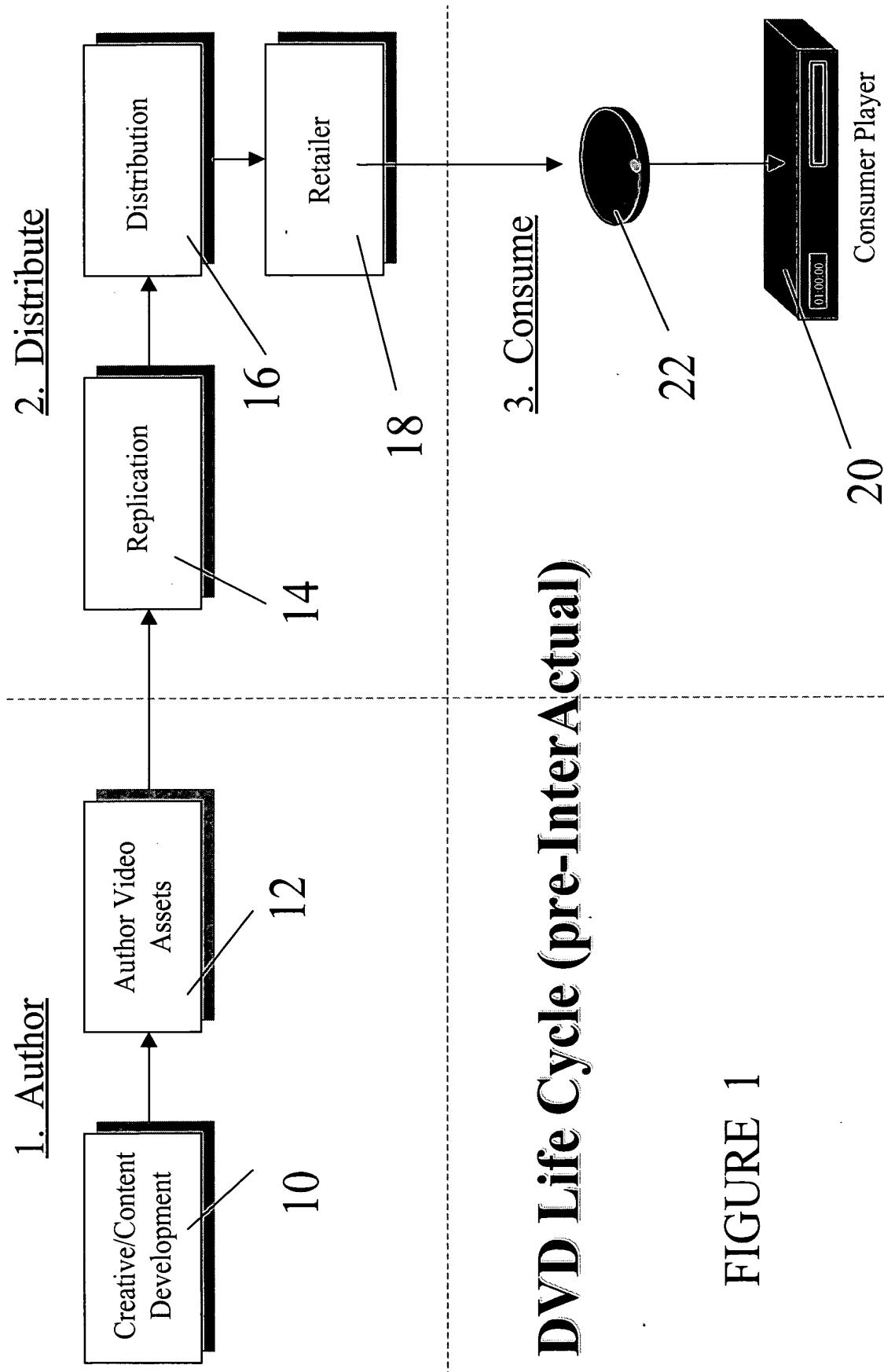


FIGURE 1

09296202 - 042133

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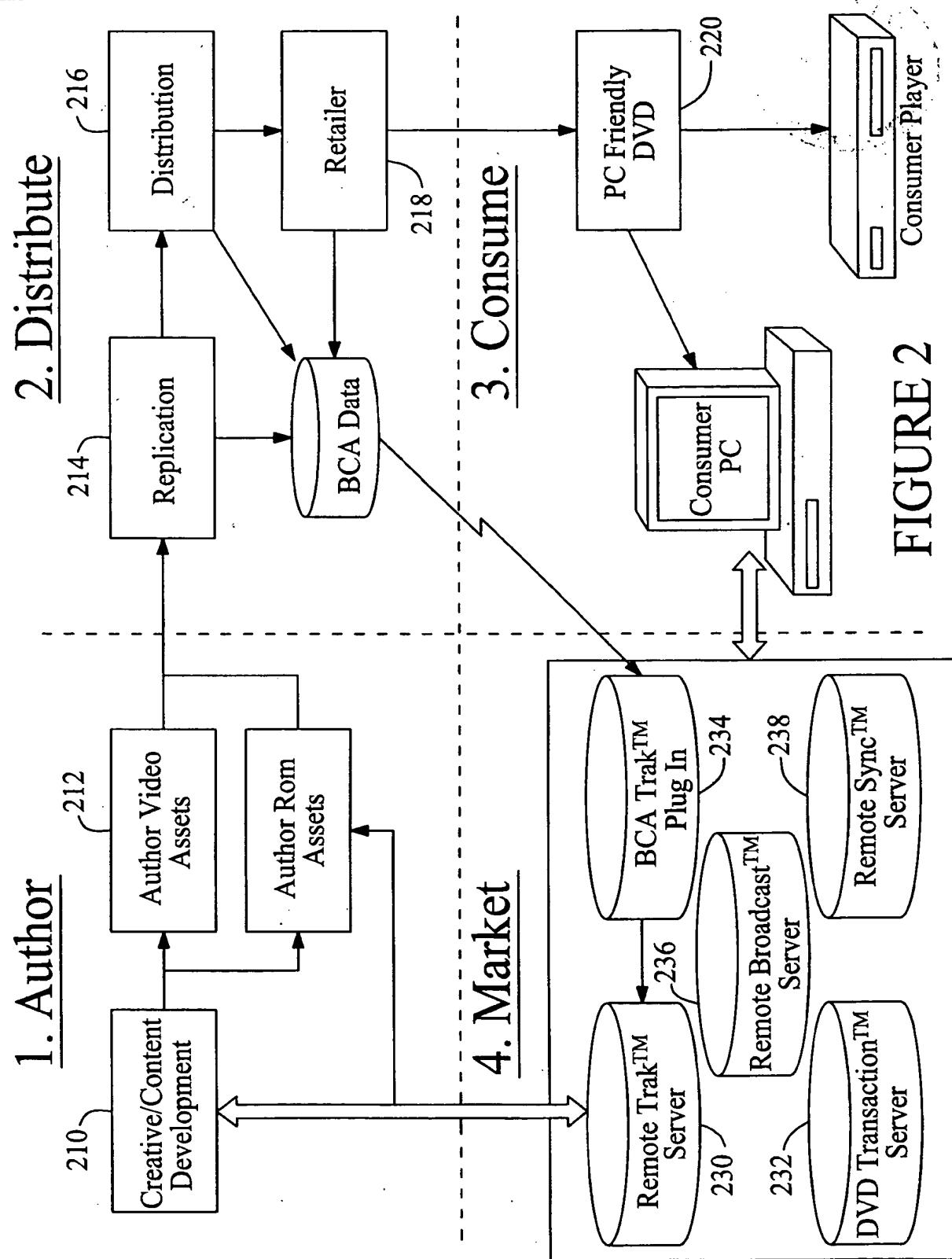
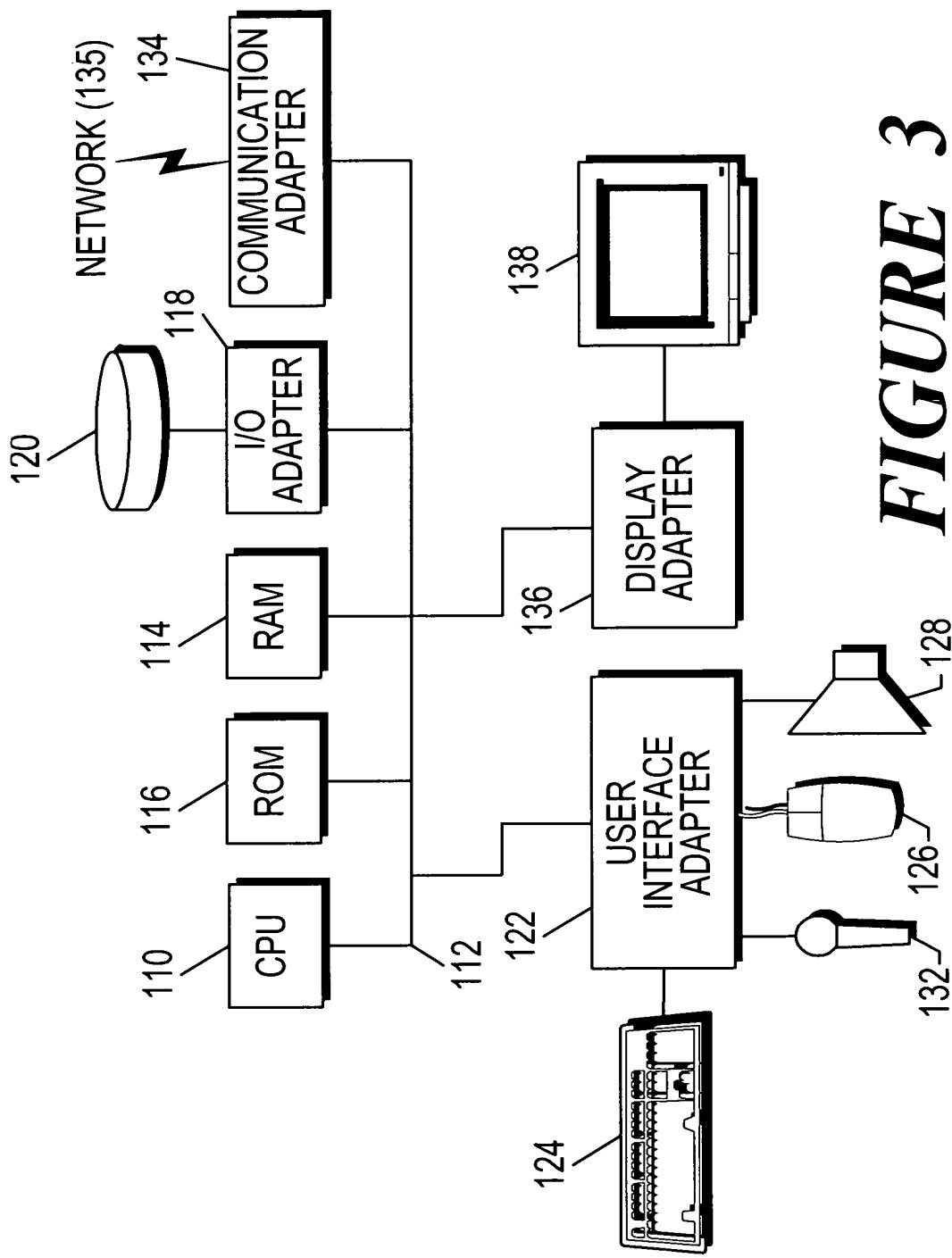


FIGURE 2

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**FIGURE 3**

0 9 2 9 6 2 0 2 - 0 4 2 1. 0 0

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	CLASS
DRAFTSMAN	SUBCLASS

### DVD life Cycle (pre-InterActual)

Overview:

- 1) Very similar life cycle to a video cassette: video is authored, distributed to retail centers/outlets, purchased by consumer for playback on TVs.
- 2) Linear life cycle: No further contact with consumer.

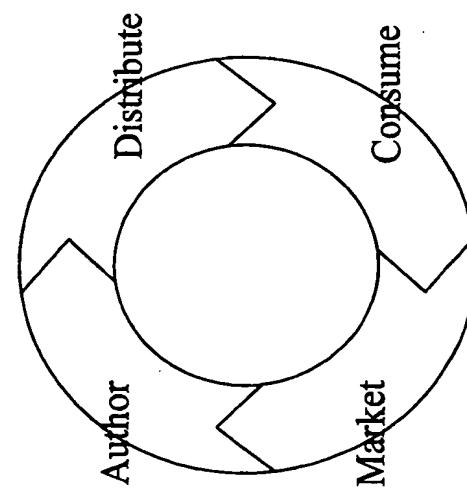


FIGURE 4

### DVD life Cycle (w/InterActual's Software)

Overview:

- 1) PC market offers a completely new phase to DVD's life cycle: marketing. Motivating PC consumers to purchase and interact with DVDs provides for additional branding and direct marketing opportunities online.
- 2) Performance and usage information collected online can be used to influence content creation process - turning the linear life span into a cyclical one.
- 3) Internet can be used to deliver new content.



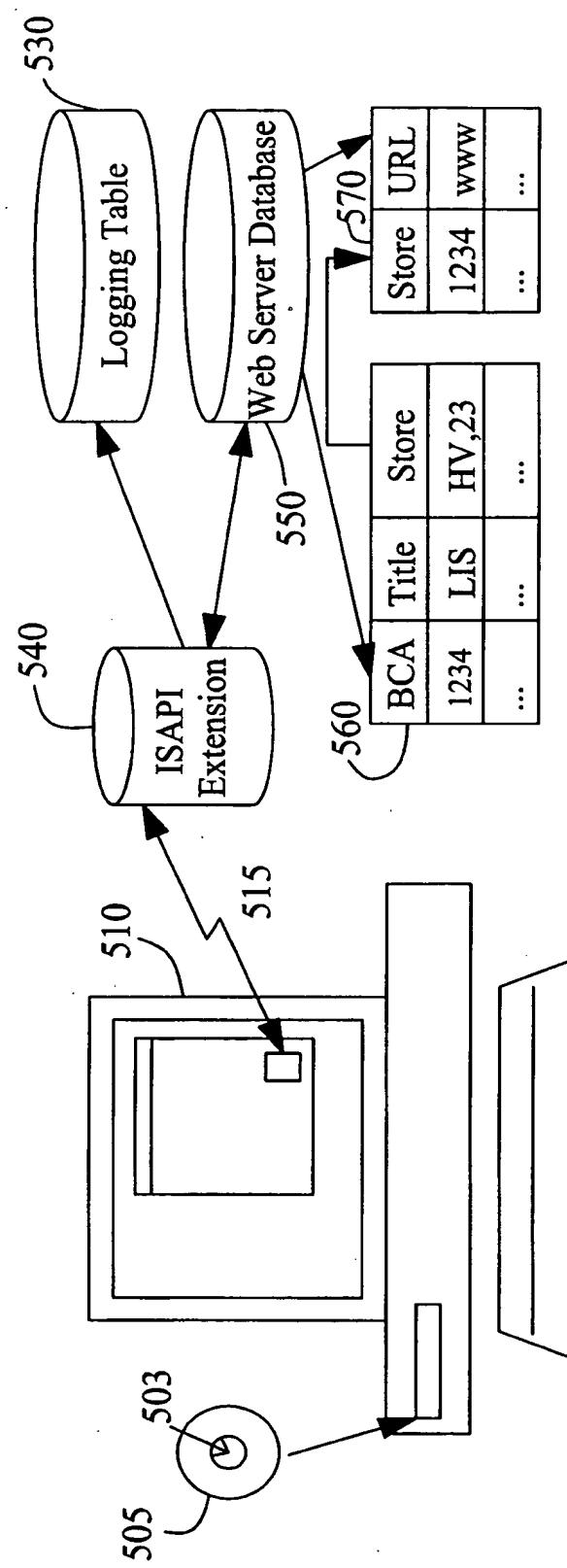


FIGURE 5

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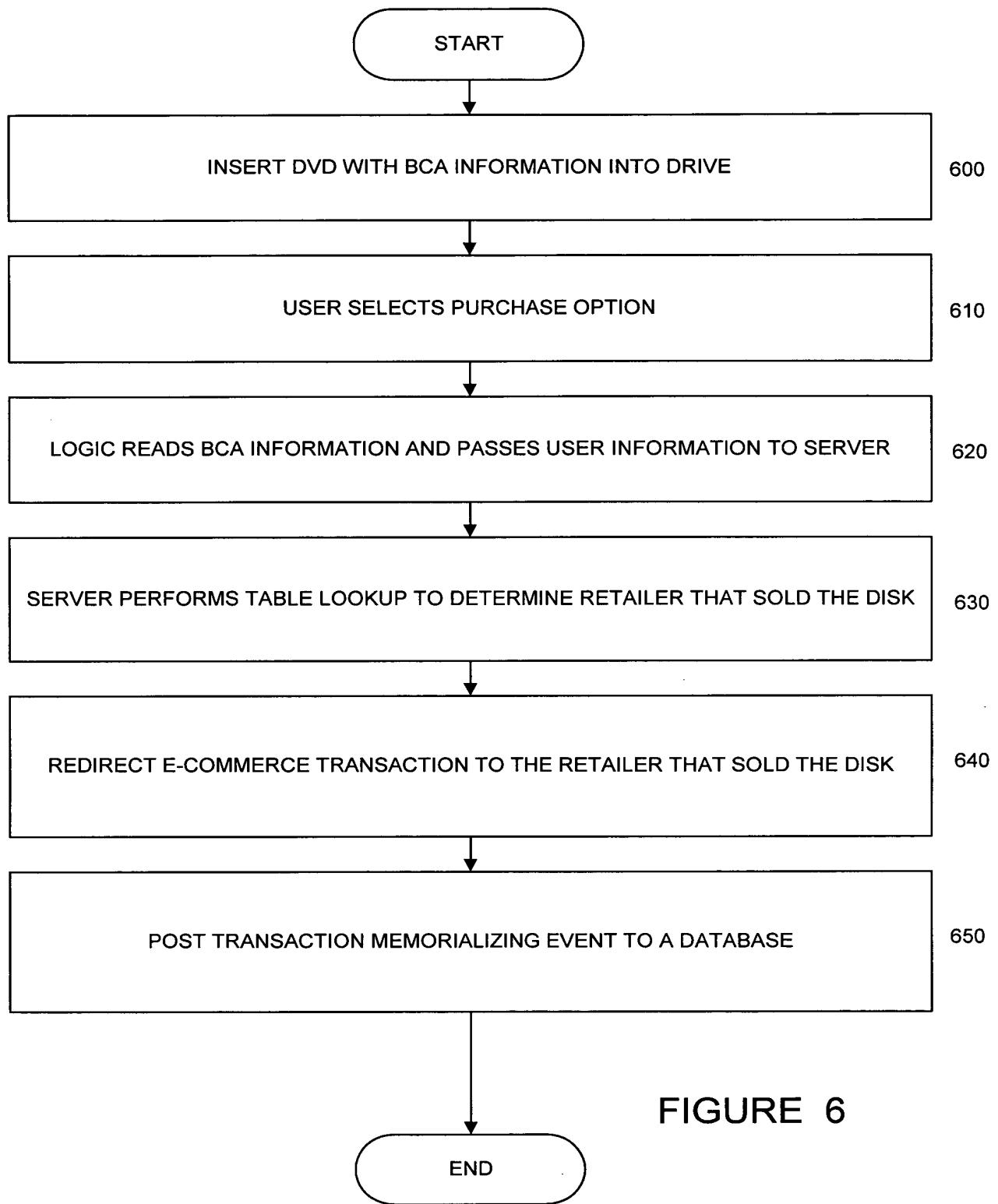
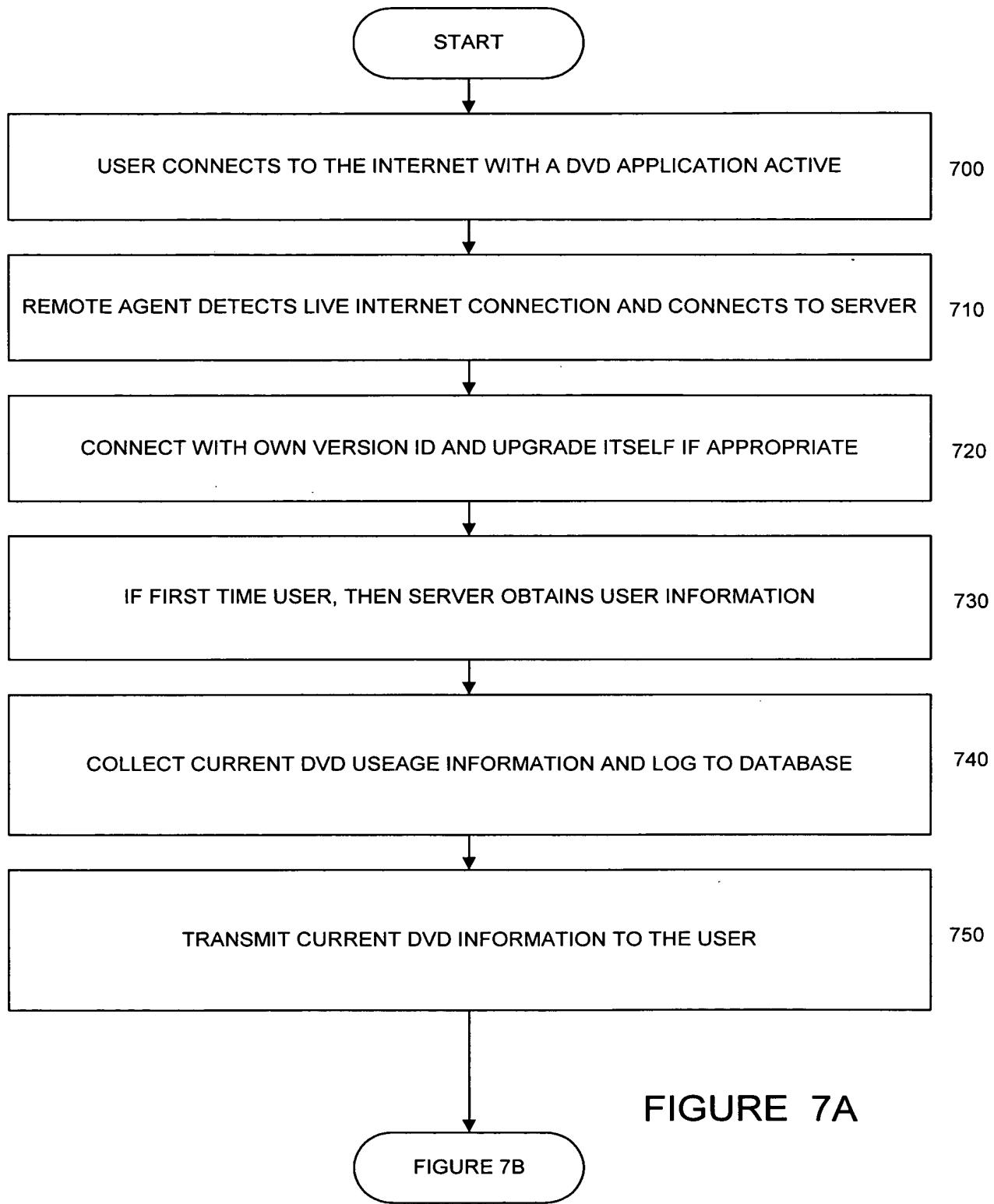


FIGURE 6

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APPROVED	O.G. FIG.
BY	CLASS
DRAFTSMAN	SUBCLASS

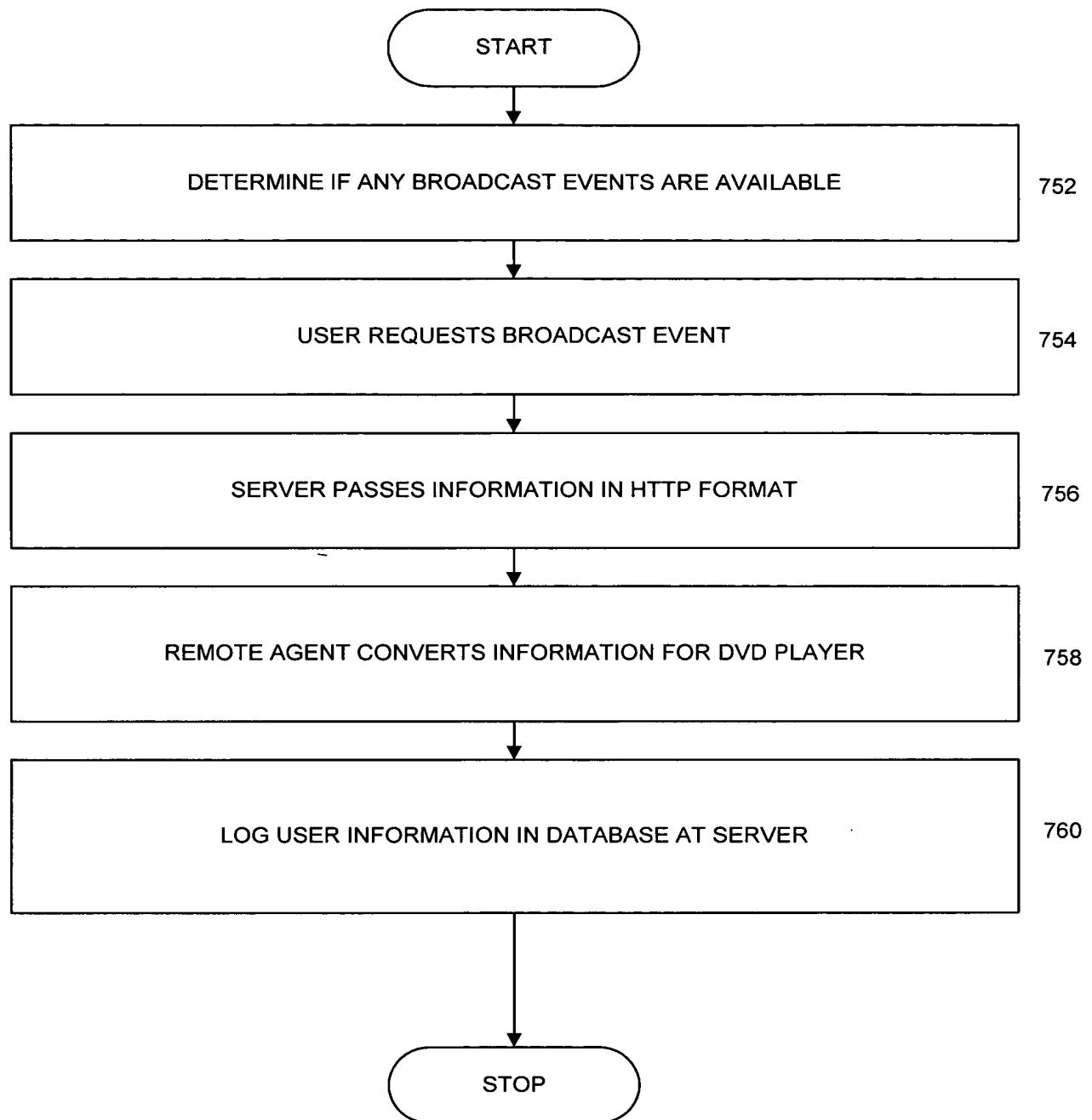
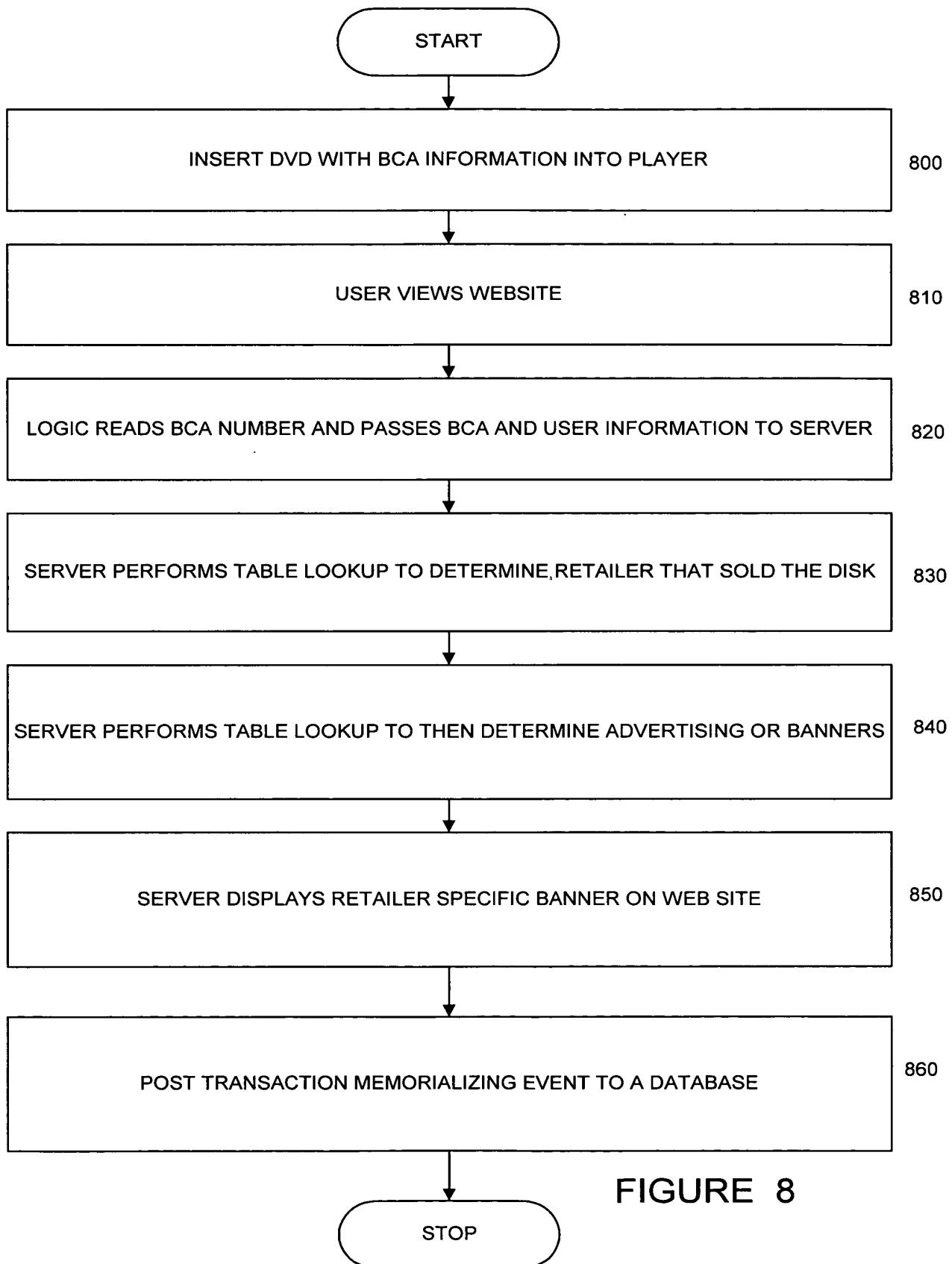


FIGURE 7B

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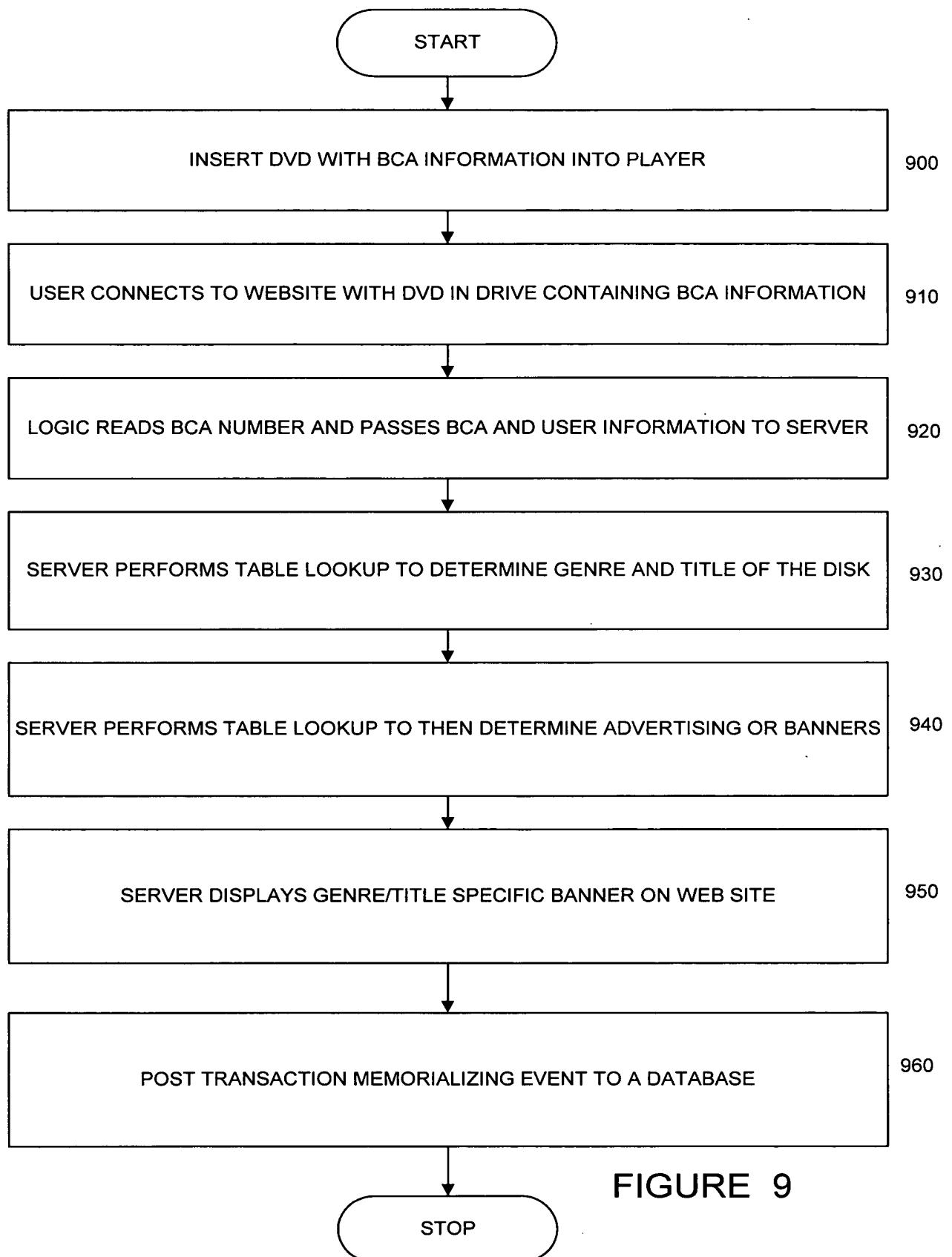


FIGURE 9

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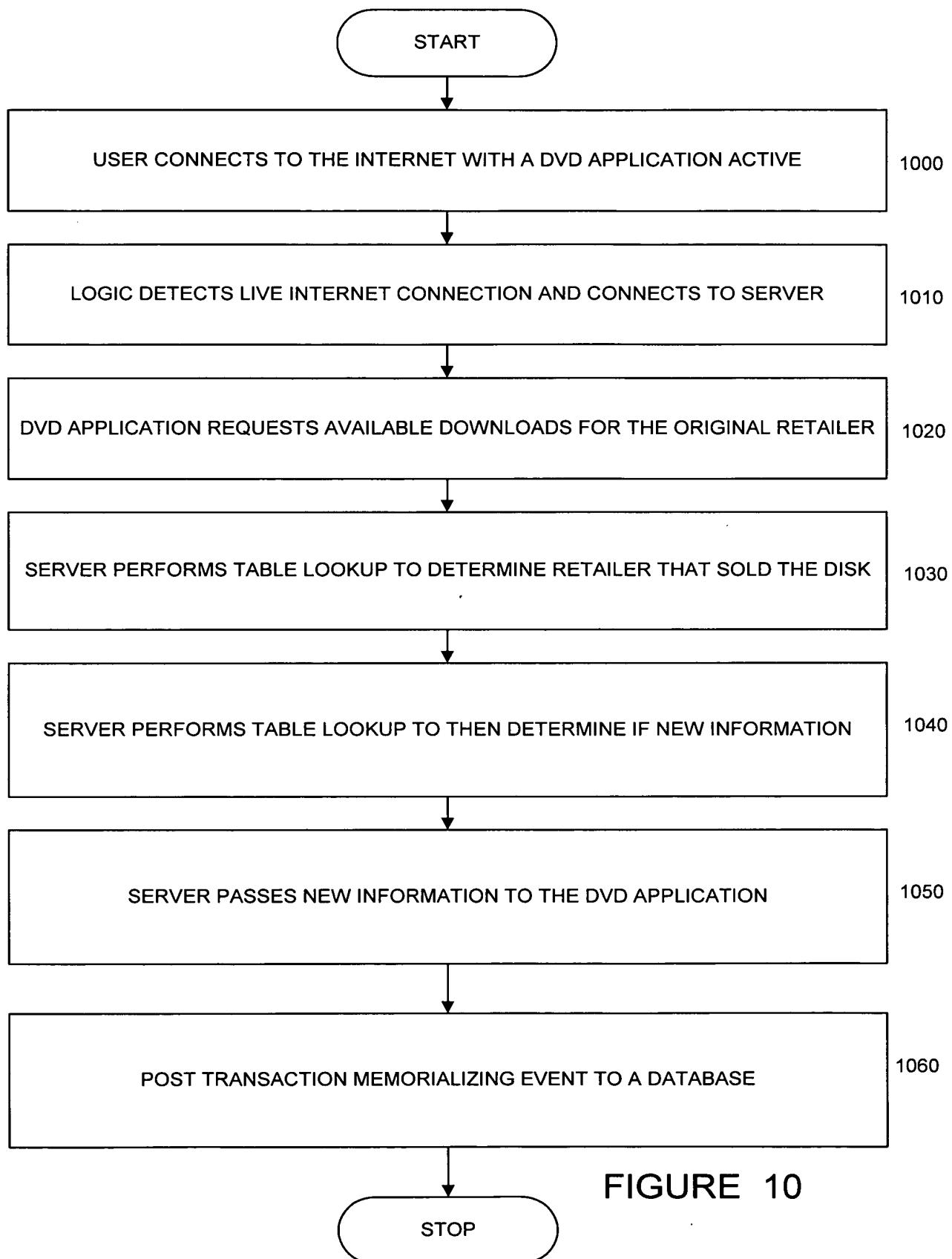


FIGURE 10

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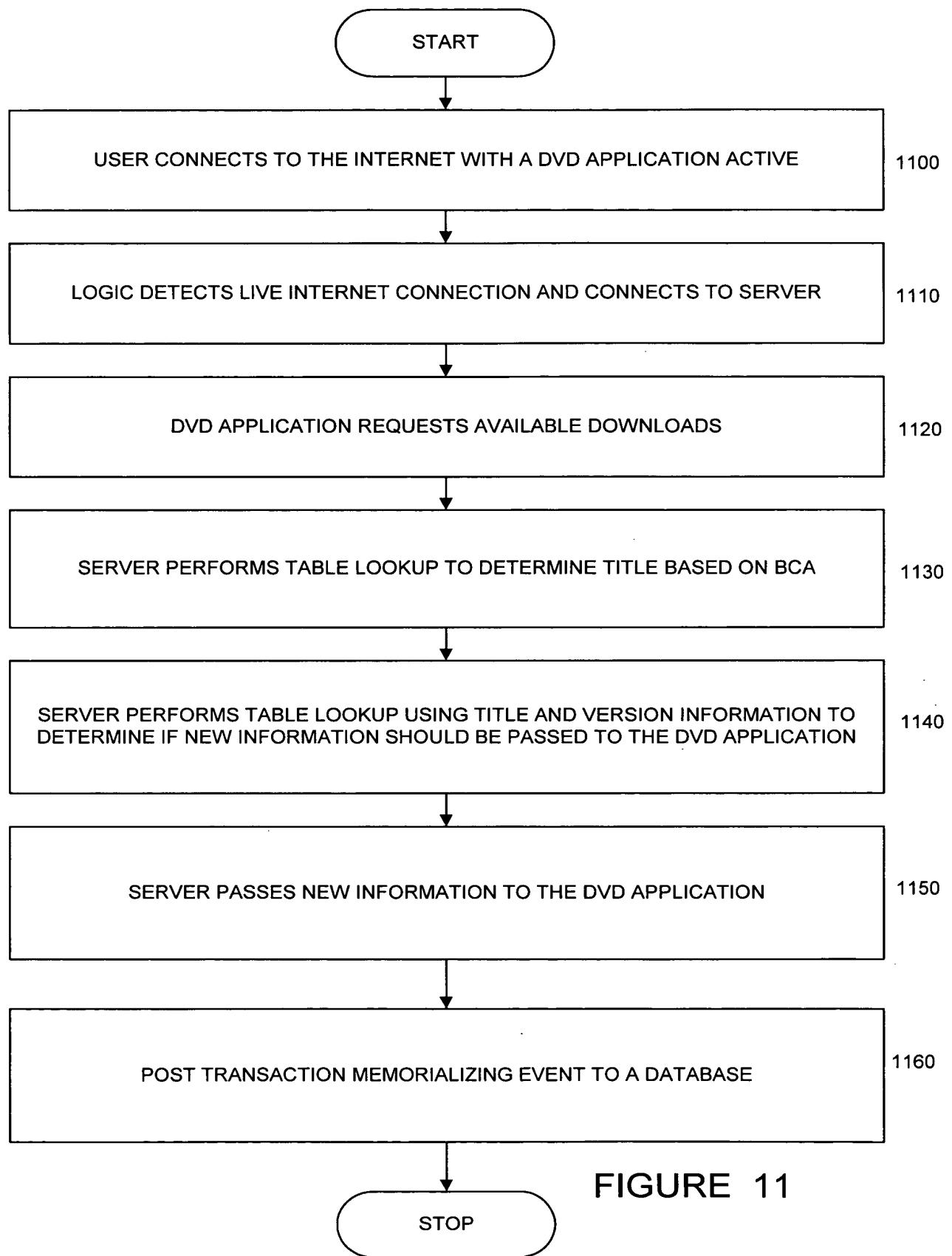


FIGURE 11

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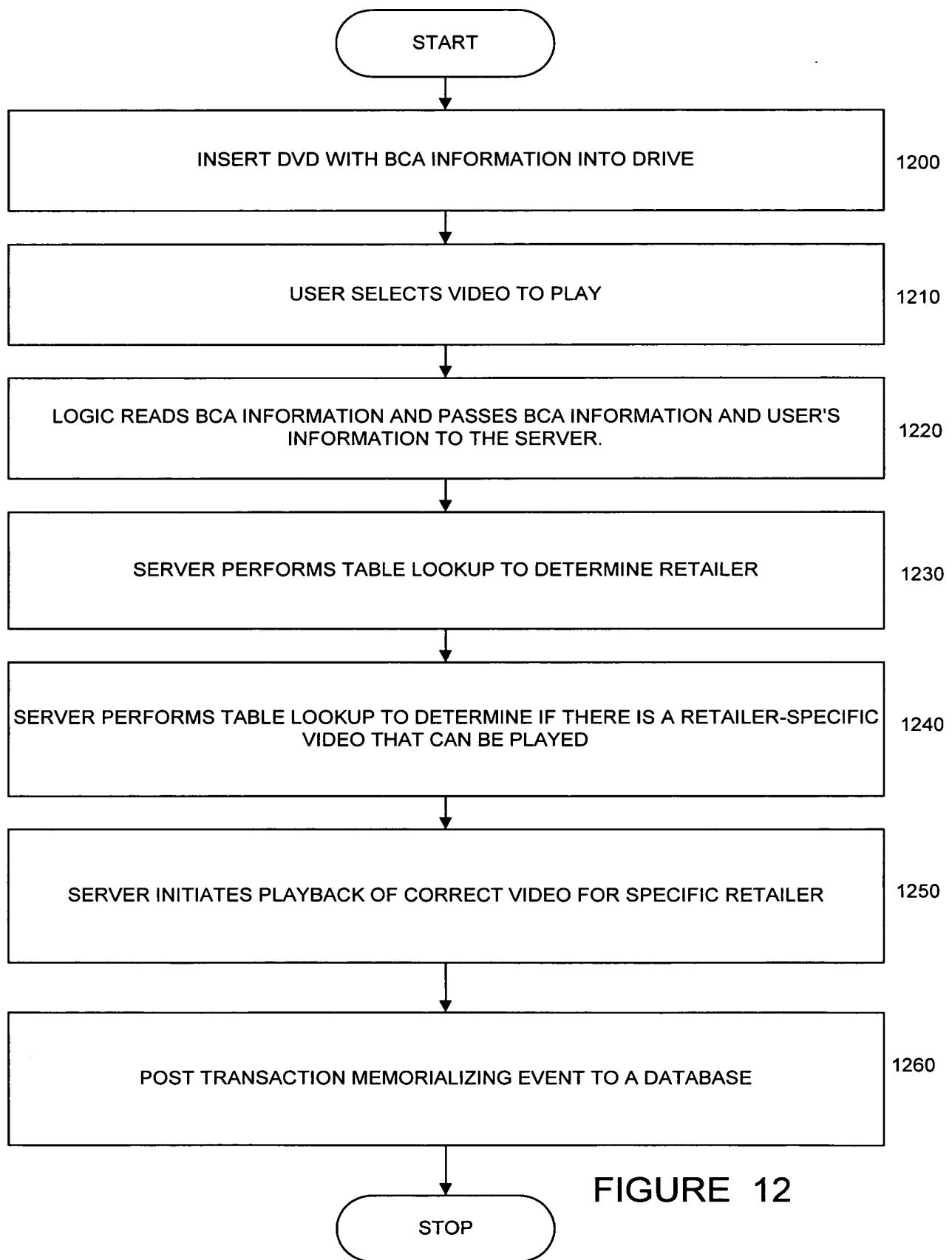


FIGURE 12

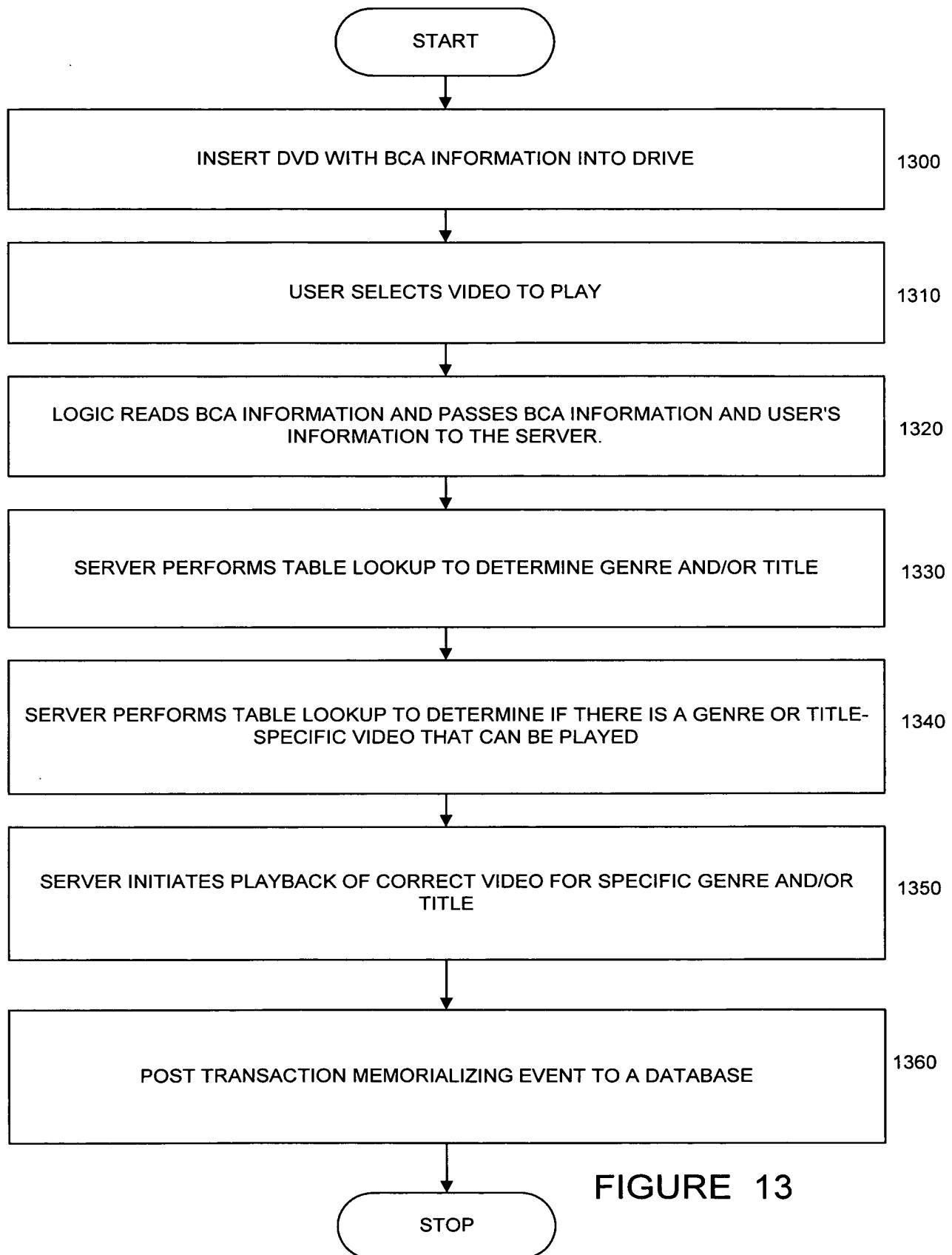
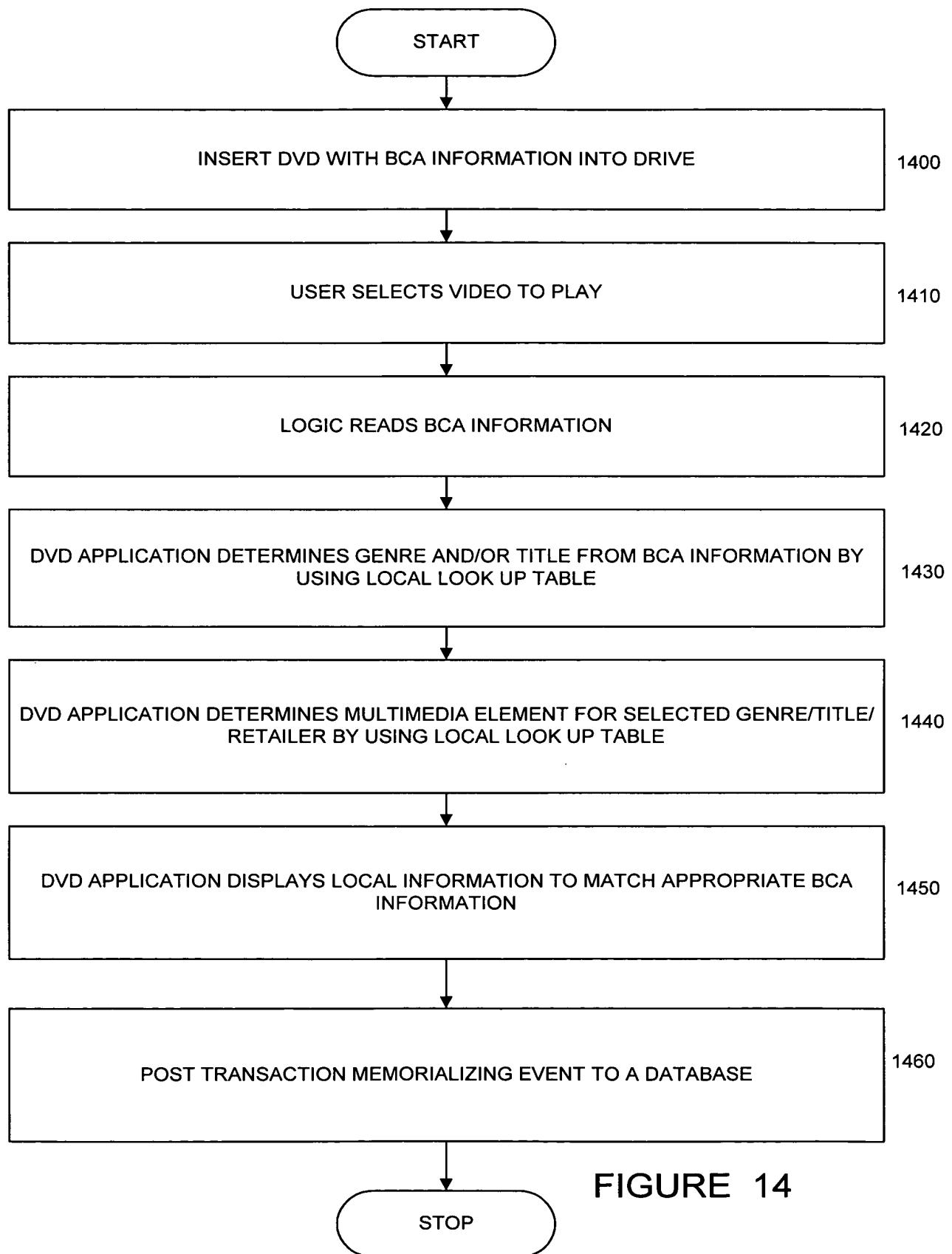


FIGURE 13

09266202-012100



## FIGURE 14

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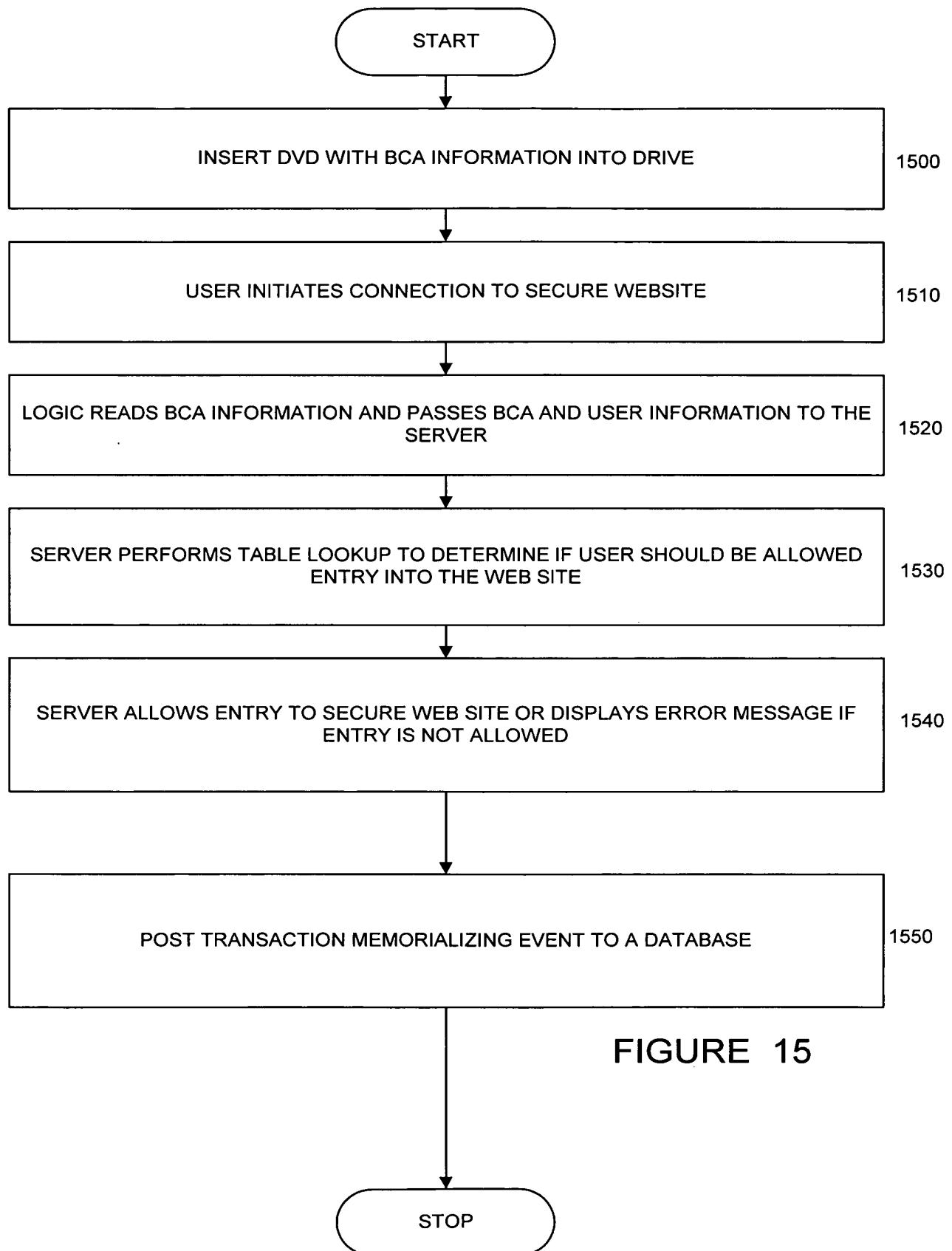


FIGURE 15

APPROVED BY	O.G. FIG.
	CLASS
DRAFTSMAN	SUBCLASS

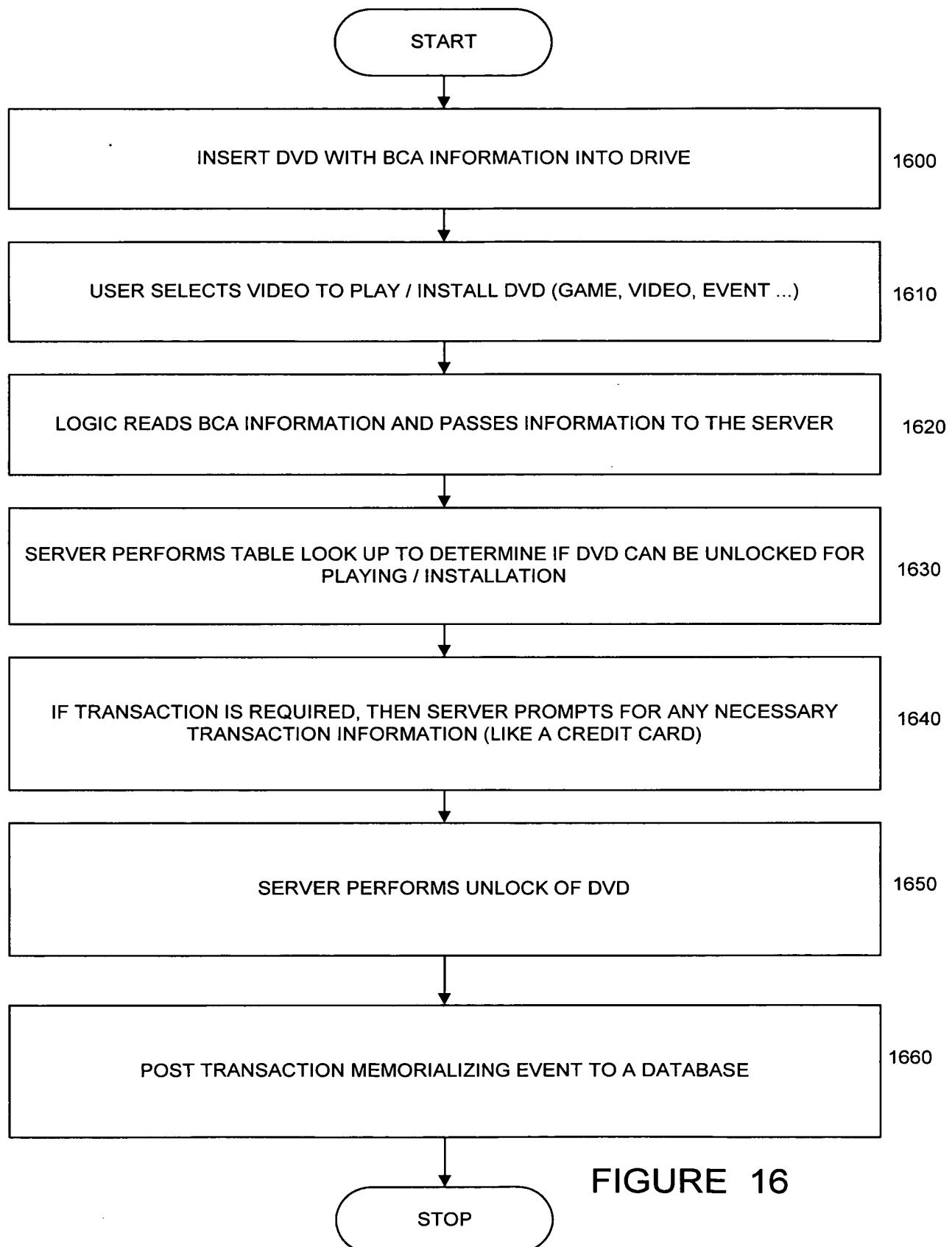
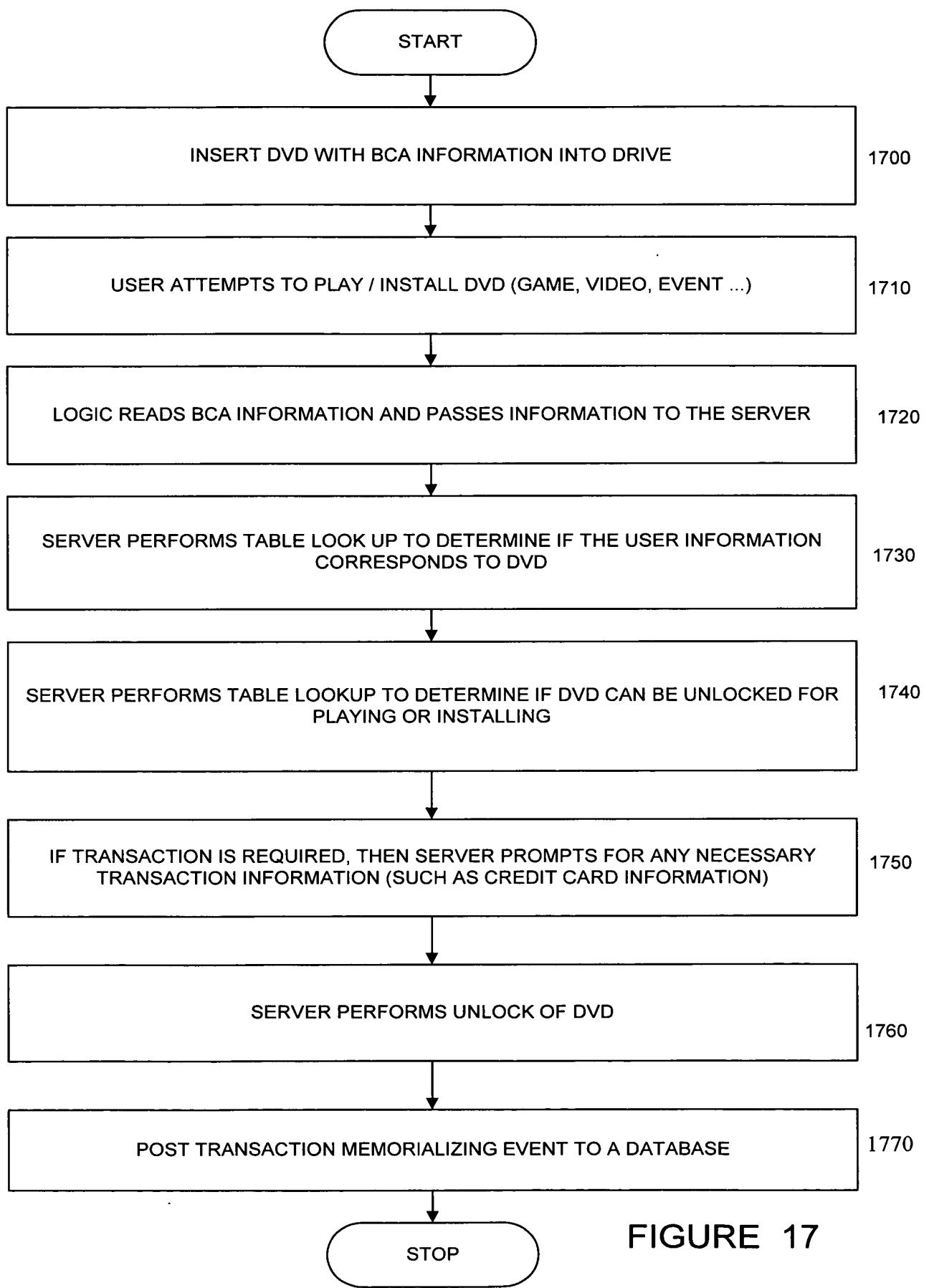


FIGURE 16



## FIGURE 17

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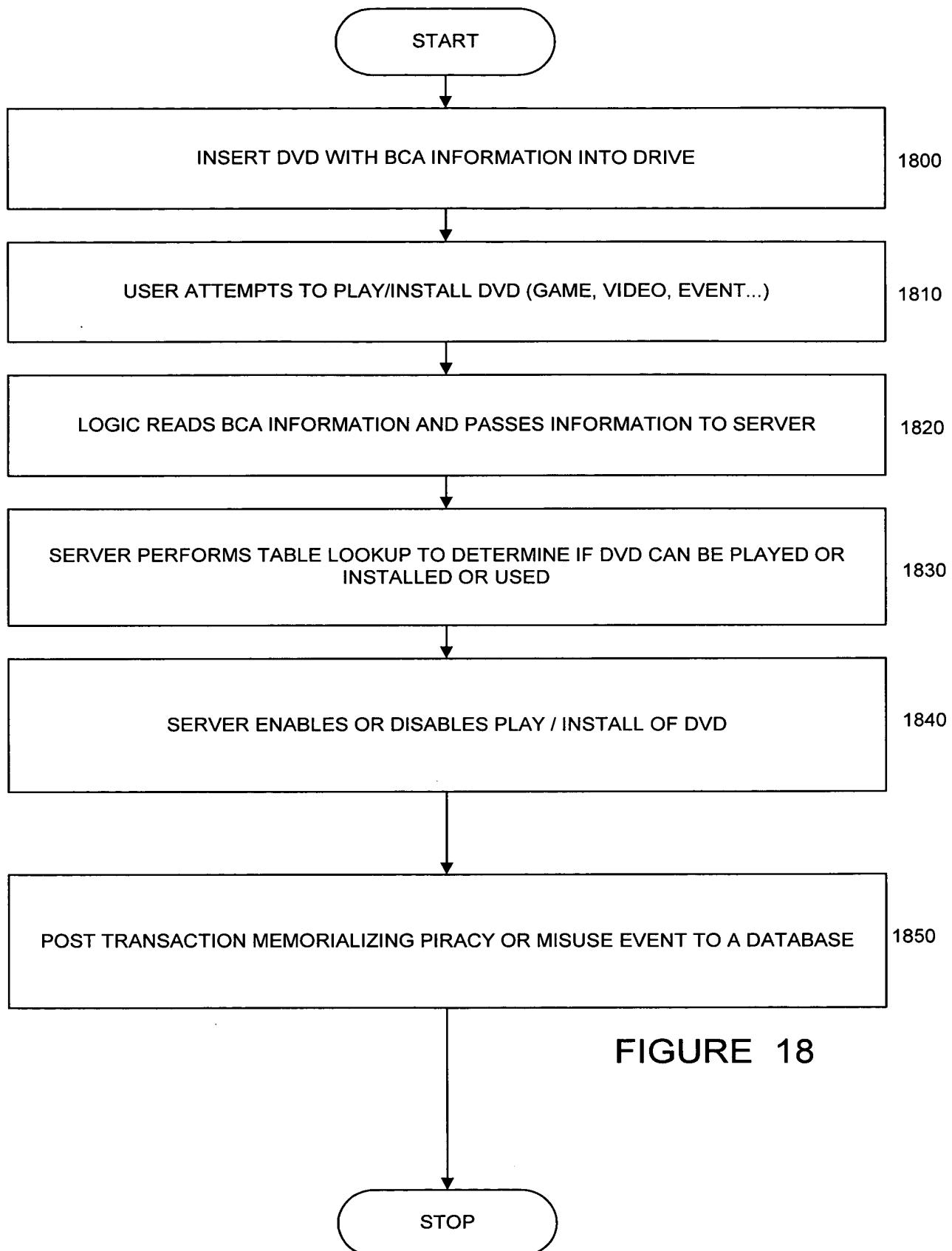


FIGURE 18

APPROVED BY DRAFTSMAN	O.G. FIG. CLASS	SUBCLASS
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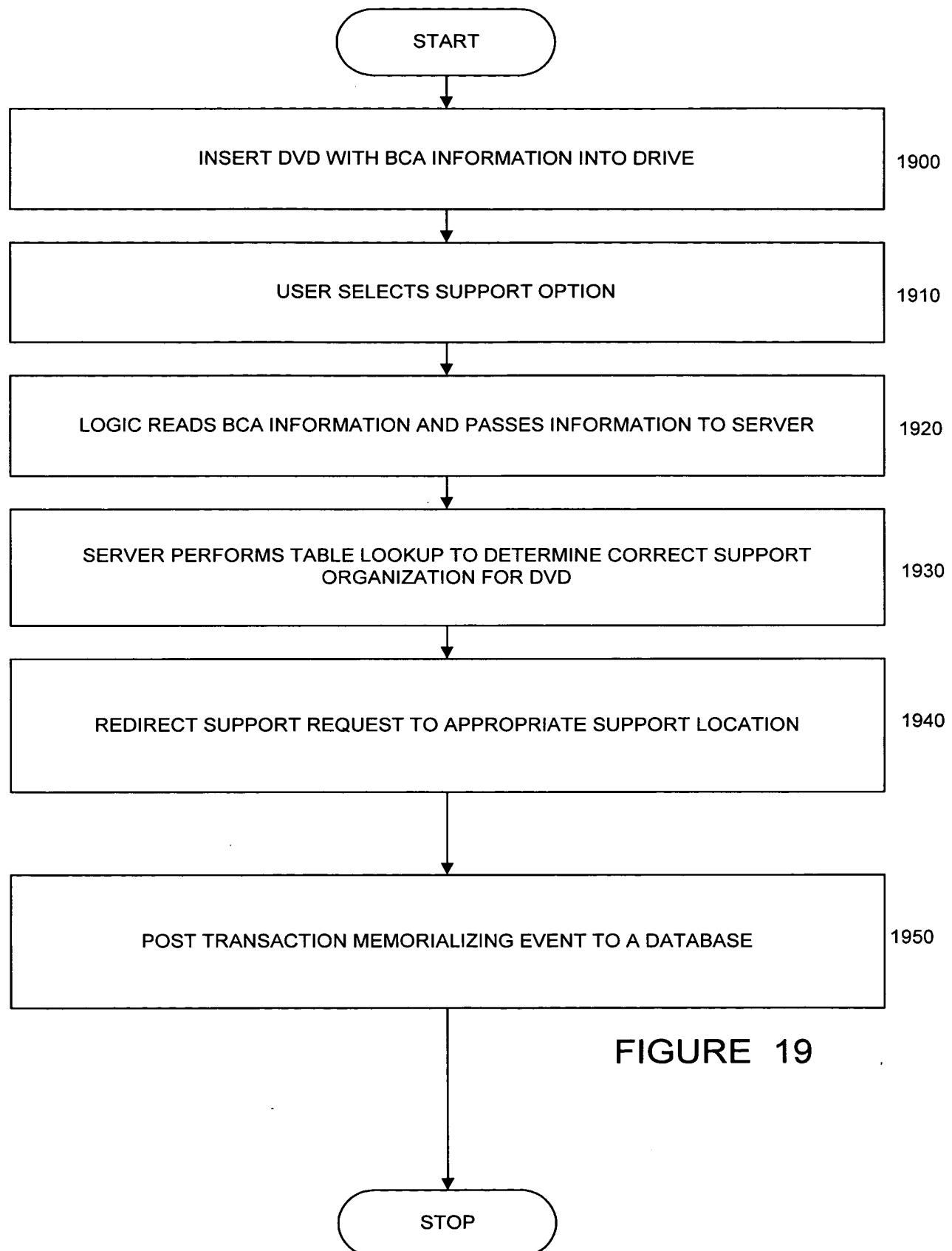
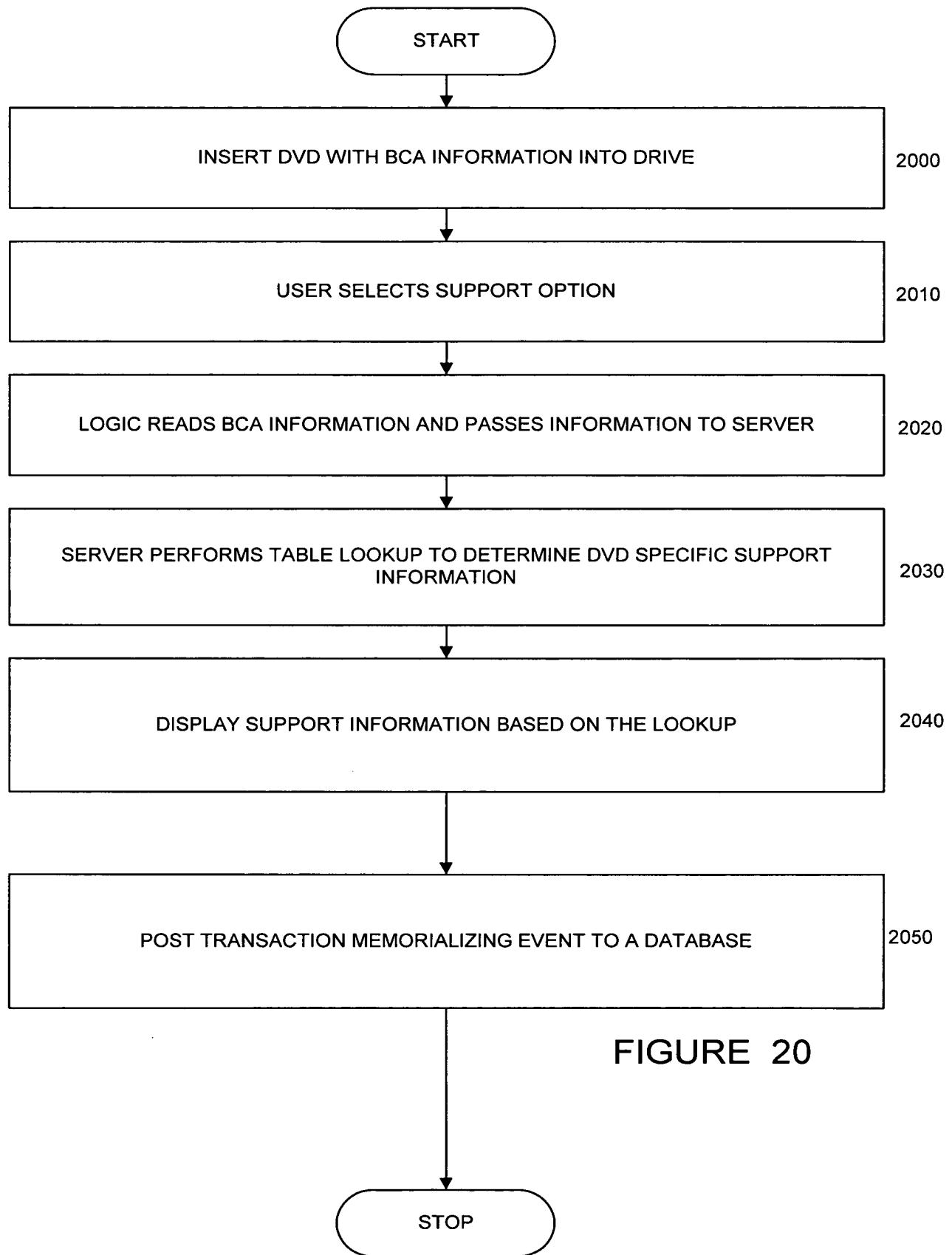
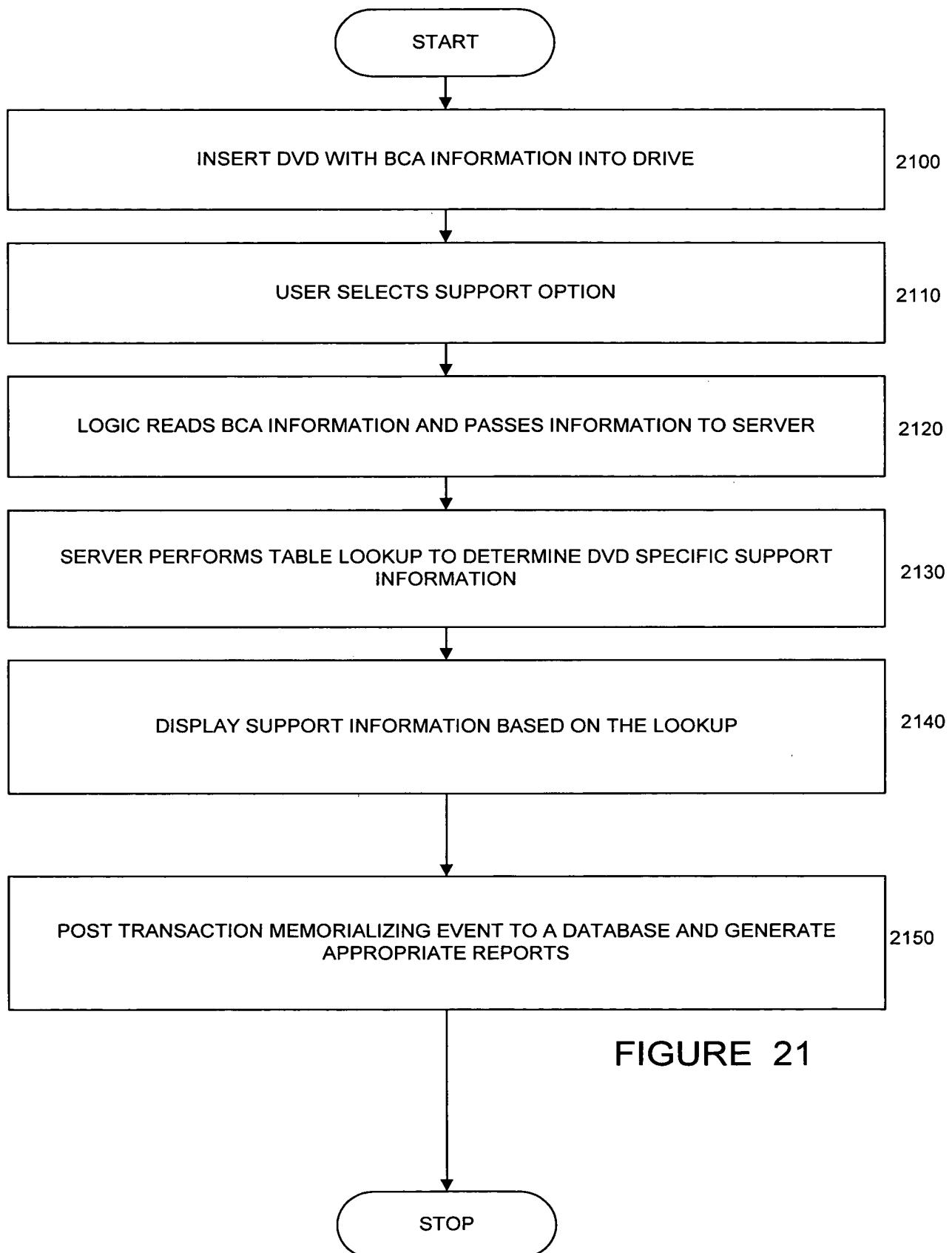


FIGURE 19

APPROVED BY DRAFTSMAN	O.G. FIG. CLASS   SUBCLASS
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APPROVED BY	O.G. FIG.
CLASS	SUBCLASS
DRAFTSMAN	



APPROVED BY	O.G. FIG.	
DRAFTSMAN	CLASS	SUBCLASS

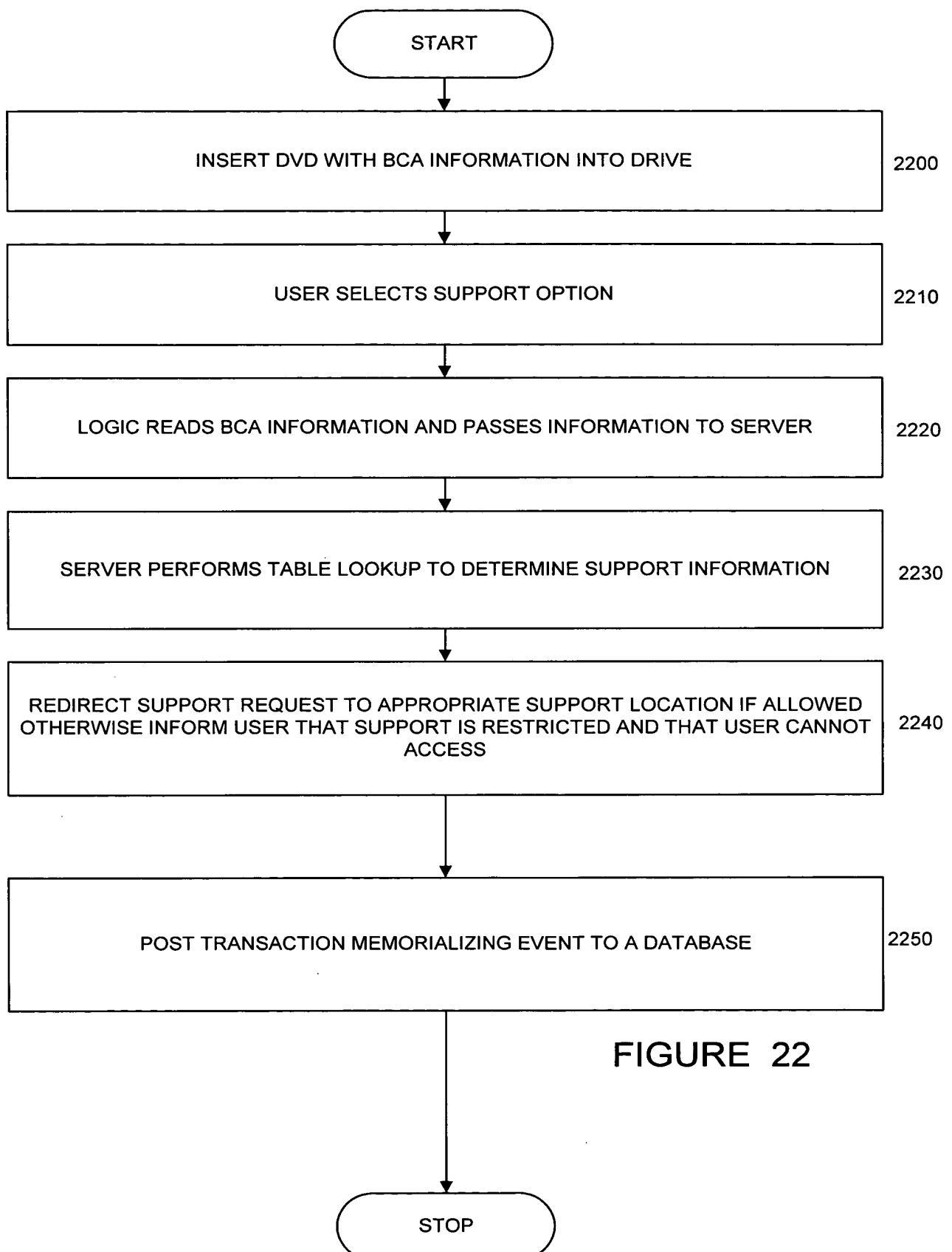


FIGURE 22

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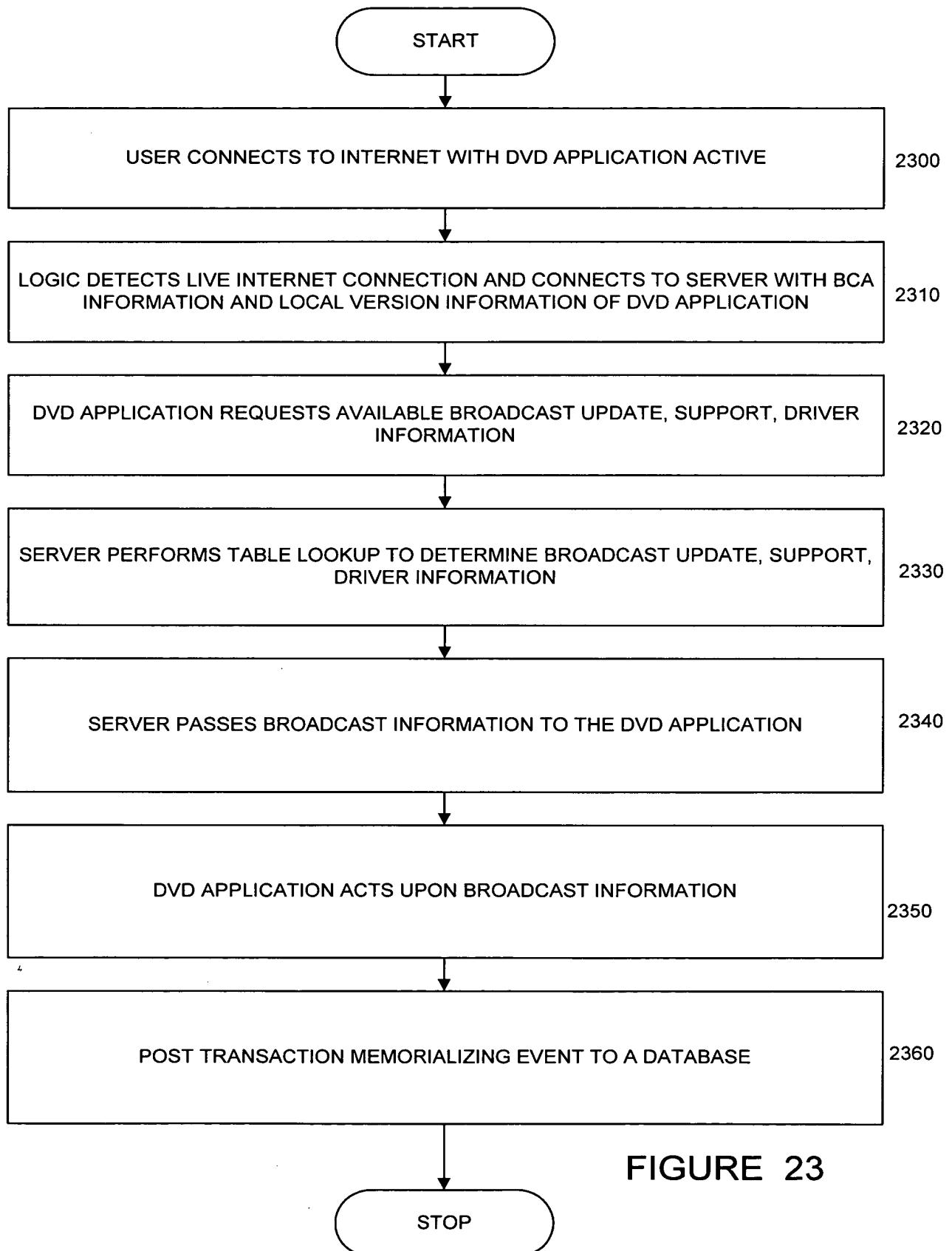


FIGURE 23